



Department of the Treasury
Internal Revenue Service
Washington, DC 20224

October, 1999

Dear Tax Professional:

Enclosed is your FREE Marketing Tool Kit. Last year 30 million Federal tax returns were filed electronically using IRS *e-file*. With this kit you can tap into this growing market and keep your clients coming back year after year.

I want to personally thank you for your continuing support of IRS *e-file*. Because of your significant efforts, there was a 19% increase over the previous year in the number of individual returns filed electronically.

One out of every four taxpayers filed a return electronically during the 1999 filing season. They knew about the ease and convenience of IRS *e-file* along with the fast refunds. Even taxpayers with a balance due benefited because they were able to file early and delay payment as late as April 15th. Additionally, late or extended returns could be *e-filed* as late as October 15th. You have chosen to capitalize on this demand by offering the advantages of electronic filing to your customers. With IRS *e-file* you give your customers something everyone wants—quality service.

Please take the time to go through this kit and look at each piece carefully. You talked to us and we listened. Thank you for your feedback. Your feedback was instrumental in initiating the improvements you see in this kit. Find the elements that work for your business and use them. Each one helps you build your business through the promotion of IRS *e-file*. If you need more materials, use the enclosed order form and receive them for FREE. In addition, all of the kit, including portions that were not mailed, is available for download from the IRS Digital Daily that can be found at www.irs.gov (click on "Electronic Services").

This marketing kit will help you promote your business, but it is not the only promotional effort the IRS is doing for you. Along with the kit, we are planning the largest IRS *e-file* advertising campaign ever. A series of TV and radio commercials, magazine ads, Internet banners, and various other public relations activities will be implemented, strengthening the brand name of IRS *e-file* and sending more business to you—a practitioner associated with the IRS *e-file* brand.

If you have any questions or comments please, call your District Coordinator. You can find your local coordinator, along with other pertinent information, on the World Wide Web at www.irs.gov (click on "Electronic Services").

Working together as a team we can increase your business and provide the taxpayer with the highest quality tax filing experience possible!

Sincerely,

A handwritten signature in black ink that reads "Robert E. Barr". The signature is written in a cursive, slightly slanted style.

Robert E. Barr
Assistant Commissioner,
Electronic Tax Administration

Office of the
Assistant
Commissioner

